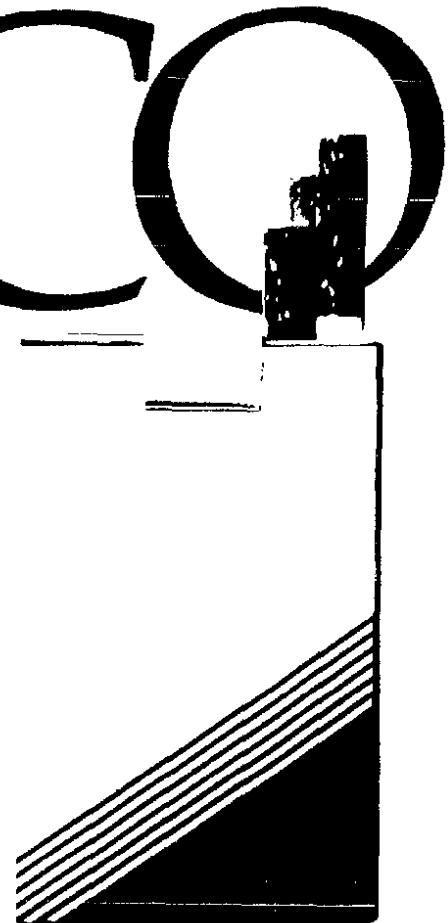


NON-MENTHOL AD

From Philip Morris.

NICOTINE EXTRACTED TOBACCO



HOW A HILL OF BEANS HELPED PERCOLATE
THE NEXT BREAKTHROUGH IN SMOKING.

"If they can remove caffeine from coffee and still keep its
distinct flavor, why can't we do the same with tobacco?"

That simple question inspired Philip Morris to create
the first cigarette made with nicotine extracted tobacco.

97% of the nicotine has been removed. Taken away naturally by
our patented extraction process, the same way caffeine is removed from coffee.



Leaving our mild, natural tobaccos
mild and natural.
And leaving you with a dis-
tinct, light smoke unlike any
you've ever had.

WHAT YOU WANT
OUT OF A CIGARETTE.

20 45723272

SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.

Available in Lights, Ultra-Lights, Regular and Menthol.

CONCEPT AD: ART NAME TEST-I